

**MINUTES OF THE MEETING OF THE BOARD OF DIRECTORS
OF GATEWAY TO L.A. PBID INC.
CALIFORNIA NONPROFIT MUTUAL BENEFIT CORPORATION
May 8, 2014**

The board of directors meeting of Gateway to L.A. PBID, Inc. a California nonprofit mutual benefit corporation was held on May 8, 2014 at 8:00 a.m. at the Sheraton Gateway LAX located at 6101 W. Century Blvd., Los Angeles.

28 individuals attended the meeting as follows:

- Grant Coonley, Hilton Los Angeles Airport
- David Merritt, JM Eagle
- Charles Bassett, L&R Group
- Peter Kolla, Four Points LAX
- Michael D'Amodio, Embassy Suites
- Michael Washington, Sheraton Gateway
- Al Ferrone, Holiday Inn LAX
- Greg Park, Jamison Services
- H.J. Hong, Jamison Services
- Val Velasco, LAWA / BOAC
- Karen Mayer, Black Equities
- Kari Hughes, Prologis
- Kathy Ortiz, Prologis
- Bill Geary, Geary Realty
- Christina Davis, LAX Coastal Chamber
- J.D. Webster, NCWP
- John Youngblood, LAXPD
- Ryan Rothstein, Charles Dunn
- Greg Whitney, Wilson Meany
- Gerrard McCallum, Hollywood Park Land Co
- Deven Kumar, Hollywood Park Casino
- Steve Arnold, Wilson Meany
- Omar Pulido, LAWA
- Samantha Foley, Cerrell
- Christopher Koontz, LAWA
- Susan Perry, Kosmont Partners
- Jim Sakalis, Gateway to L.A.
- Laurie Hughes, Gateway to L.A.

1. **WELCOME / INTRODUCTIONS**

Grant Coonley welcomed the attendees and introduced the special guests.

2. **PUBLIC COMMENTS**

No comments from the public.

3. **APPROVAL OF MEETING MINUTES - March 13, 2014**

The minutes of the March 13, 2014 Meeting of the Board of Directors meeting were approved as presented.

4. **FINANCIAL REPORT**

Laurie Hughes presented the Budget vs. Actual report for January through April 30, 2014 reflecting total income of \$568,981.09 and total expenses of \$367,786.54 for the period. The financial report was unanimously approved by the Board of Directors.

5. **EXECUTIVE DIRECTOR'S REPORT**

Executive Director's Report

LAPD: Pacific Division implemented "Predictive Policing" in areas around the Century Corridor. The area was inundated with police officers including the area around Sepulveda Blvd and 98th & 96 streets. This type of patrolling is geared toward preventing crimes rather than making arrests.

LAWA PD has step-up their efforts in regards to the taxi staging in the area around Vicksburg St between Century Blvd and 96th and along 98th St. LAWA PD plan is to move the taxi to a staging area within the CTA.

Ambassador Contacts: The ambassadors estimate on average there are 6-7 homeless persons sleeping in and around the PBID area.

Ambassadors have reported that there are two fruit vendors that have set up the carts along Century Blvd, east of Aviation Blvd. SLO Richardson has been notified of the situation. Officer Richardson is checking to see if the vendors have the correct permits to operate their carts on public sidewalks.

Ambassador Training: On April 17th the ambassadors received training by UPS staff. The training covered Report Writing and Customer Service, including the four cornerstones of service. These cornerstones are appearance, communications, vigilance and knowledge.

	Mar-13	Mar-14	April-13	April-14
Citizen Contacts	707	719	736	721
Panhandler Contacts	100	141	139	127

Security Director's Meeting: There were twenty-six participants at the April 2nd meeting which was held at the Sheraton Gateway Hotel. Twelve of the twenty-six in attendance were from area hotels and businesses. USSS Agent Don Burke did a presentation on counterfeit currency. The May 7th meeting will be held at Renaissance Hotel. The guest speaker for the meeting will be LAX PD Sergeant Azevedo giving a review of the November 2013 shooting which occurred in the airport.

Ocean Express Passengers

	Mar-13	Mar-14	Apr-13	Apr-14
Passengers	3965	4055	4390	4084

Passenger Totals by Year

2007	2008	2009	2010	2011	2012	2013	2014
64,690	79,501	74,639	70,837	63,376	64,687	53,480	15,580
+13%	+23%	-6%	-5%	-10 %	+2%	-21%	+3% over first 4 mo of 2013

Keep it Clean: Gateway To LA will hold its May shredding event on three consecutive Wednesday, May 7th, 14th and 21st.

Tree Planting: Over the last couple months Gateway To LA has been monitoring the construction of the new ACE parking structure. As the construction progressed along the Vicksburg st parkway, it was determined that the existing trees needed to be replaced. Gateway To LA had seven old and decaying trees removed. On April 30th thru May 1st seven new trees were planted as directed by Urban Forestry.

Trash receptacles service and repair: An inspection of the trash receptacles identified 18 receptacles in need of new branding decals.

2014 Projects

- Ocean Express Operation – New, propane powered vehicles are on order and should be operational in July or August. A 3rd back-up vehicle is being wrapped and interior upgraded. It should be operational in a week or two.
- Passenger Counting system – Est. \$12,000.
- BID Renewal – Executive Committee reviewed renewal options and agreed to keep the budget at the same level and propose 2 additional zones.
- Shuttle APP – Meeting with Mary Grady / Media Relations and received support for LAWA participation.
- Website is being updated and a new page designed to share information on the LAWA & Metro projects in addition to Economic Development opportunities in the BID.
- Gateway to Lunch materials updated and new promotional materials are to be distributed in the next week.
- Gateway to Go! Lunch trucks started on May 6th.
- Shredding events to be held on May 7, May 14, and May 21.

6. SPECIAL GUEST SPEAKER – Gerrard McCallum / Hollywood Park Land Co.

Mr. McCallum and his colleagues shared the plans for development of the Hollywood Park Development project in Inglewood as well as future plans for the Hollywood Park Casino.

7. BID Renewal Update

Susan Perry briefed board members on the status of the BID Renewal and drafting of the Management Plan.

